AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (Currently amended) A method [[for]] of scheduling [[the]] a distribution of content to a plurality of remote output devices utilizing a network, comprising the steps of:

(a)   accessing a present content in a database;

(b)   generating schedule data by inputting preferences to a scheduling algorithm, the scheduling algorithm being based on predetermined methods of processing input preferences relating to parameters selected from the group consisting of: comprising frequency of play, interval, time of play, trigger events, and category filtering, said frequency of play being assigned as a relative weight to be used by an output device to determine how often the present content is to be displayed relative to the play of other content in order to vary the play of the present content after the present content is deployed to each of the output devices individually; [[and]]

(c)   distributing the present content and the schedule data to [[a]] the plurality of output devices utilizing a network that can dynamically display the present content; and

(d)   causing the output devices to communicate the present content to an audience based on the frequency of play weight associated with the present content as it relates to the frequency of play weight assigned to the other content;

wherein a remote communication device that is coupled to the network can receive and respond to the schedule data to communicate the present content to one of the output devices, said remote communicative device including a mirror of said scheduling algorithm so that said remote communicative device can continue to function in an event of a loss of the network communication.

2. (Canceled)

3. (Currently amended) [[A]] The method as recited in claim [[2]] 1, wherein a communication of the present content communication is by way of a visual display.

4. (Currently amended) [[A]] The method as recited in claim [[2]] 1, wherein a communication of the present content communication is by way of electronic broadcast,

5. (Currently amended) [[A]] The method as recited in claim [[2]] 1, wherein a communication of the present content communication is by way of audio/visual broadcast.

6. (Currently amended) [[A]] The method as recited in claim [[2]] 1, wherein a communication of the present content communication is by way of audio/visual display.

7. (Canceled)

8. (Currently amended) [[A]] The method a recited in claim [[2]] 1, wherein the [[input]] interval preference relates to a recurring period associated with a play of the present content and wherein the processing of input preferences includes:
assigning a recurring period to the schedule data associated with [[each]] the present content, whereby in response to the schedule data the output devices cause the present content to be communicated at the beginning of the recurring period.

9. (Currently amended) [[A]] The method as recited in claim 8, wherein the input preference relating to the interval includes an offset which delays communication of the present content following the beginning of the recurring period.

10. (Currently amended) [[A]] The method as recited in claim [[2]] 1, wherein the [input] time of play preference relates to a time of day, and wherein the processing of input preferences includes:

assigning a particular time of day to the schedule data associated with [[each]] the present content, whereby in response to the schedule data, the output devices cause the present content to be communicated at the particular time of day.

11. (Currently amended) [[A]] The method as recited in claim [[2]] 1, wherein the trigger events preference relates relate to [[the]] an occurrence of an event external to the algorithm, wherein the processing of input preferences includes:

assigning an external event to be recognized to the schedule data associated with the present content, whereby under control of the schedule data, the output devices communicate the present content upon occurrence of the external event.

12. (Currently amended) [[A]] The method as recited in claim 11, wherein the external event to be recognized includes an asynchronous request.

13. (Currently amended) [[A]] The method as recited in claim [[2]] 1, wherein the present content includes a tag associated therewith, the tag indicating whether or not the present content is available for communication.

14. (Currently amended) [[A]] The method as recited in claim 13 wherein the tag indicates whether or not the present content is available for communication to [[an]] the audience in a specified venue.

15. (Currently amended) [[A]] The method as recited in claim 13 wherein the tag indicates whether or not the present content is available for communication to a particular audience during a specified period of time.

16. (Currently amended) An apparatus for scheduling [[the]] a distribution of content to a plurality of output devices utilizing a network, comprising:

    (a)   means for accessing a present content in a database;

    (b)   means for generating schedule data in response to the input of preferences to a scheduling algorithm, the scheduling algorithm being based on predetermined methods of processing input preferences relating to parameters selected from the group consisting of including comprising frequency of play,

interval, time of play, trigger events, and category filtering, said frequency of play being assigned as a relative weight to be used by an output device to determine how often the present content is to be displayed relative to the play of other content in order to vary the play of the present content after the present content is deployed to each of the output devices individually; [[and]]

(c)   means for distributing the present content and the schedule data to [[a]] the plurality of output devices utilizing a network that can dynamically display the present content; and

(d)   means for causing the output devices to communicate the present content to an audience based on the frequency of play weight associated with the present content as it relates to the frequency of play weight assigned to the other content;

wherein a remote communication device that is coupled to the network can receive and respond to the schedule data to communicate the present content to one of the output devices, said remote communicative device including a mirror of said scheduling algorithm so that said remote communicative device can continue to function in an event of a loss of the network communication.

17. (Canceled)

18. (Currently amended) [[An]] The apparatus as recited in claim [[17]] 16, wherein at least some of said output devices are visual display devices and a communication of the present content communication is by way of visual display.

19. (Currently amended) [[An]] The apparatus as recited in claim [[17]] 16, wherein at least some of said output devices are electronic transmitters and a communication of the present content communication is by way of electronic broadcast.

20. (Currently amended) [[An]] The apparatus as recited in claim [[17]] 16, wherein at least some of said output devices are transmitters and a communication of the present content communication is by way of audio/visual broadcast.

21. (Currently amended) [[An]] The apparatus as recited in claim [[17]] 16, wherein at least some of said output devices are display devices and wherein a communication of the present content communication is by way of audio/visual display.

22. (Canceled)

23. (Currently amended) [[An]] The apparatus as recited in claim [[17]] 16, wherein the [[input]] interval preference relates to a recurring period associated with a particular the present content, and wherein the processing of input preferences includes:

    assigning the recurring period to the schedule data associated with the particular present content, whereby in response to the schedule data the output devices cause the present content to be communicated at the beginning of the recurring period.

24. (Currently amended) [[An]] The apparatus as recited in claim [[17]] 16, wherein the input preferences relating to the interval include includes an offset which delays communication of the present content following the beginning of the recurring period.

25. (Currently amended) [[An]] The apparatus as recited in claim [[17]] 16, wherein the [[input]] time of play preference relates to a time of day, and wherein the processing of input preferences includes:

    assigning a particular time of day to the schedule data associated with the present content, whereby in response to the schedule data, the output devices cause the present content to be communicated at the particular time of day.

26. (Currently amended) [[An]] The apparatus as recited in claim [[17]] 16, wherein the trigger events preference relates relate to [[the]] an occurrence of an event external to the algorithm, and wherein the processing of input preferences includes:

assigning an external event to be recognized to the schedule data associated with the <u>present</u> content, whereby under control of the schedule data, the output devices communicate the <u>present</u> content upon occurrence of the external event.

27. (Currently Amended) [[An]] <u>The</u> apparatus as recited in claim 26, wherein the external event to be recognized includes an asynchronous request.

28. (Currently amended) [[An]] <u>The</u> apparatus as recited in claim [[17]] <u>16</u>, wherein the <u>present</u> content includes a tag associated therewith, the tag indicating whether or not the <u>present</u> content is available for communication.

29. (Currently amended) [[An]] <u>The</u> apparatus as recited in claim 28, wherein the tag indicates whether or not the <u>present</u> content is available for communication to [[an]] <u>the</u> audience in a specified venue.

30. (Currently amended) [[An]] <u>The</u> apparatus as recited in claim 28, wherein the tag indicates whether or not the <u>present</u> content is available for communication to [[an]] <u>the</u> audience during a specified period of time.

31. (Currently amended) A computer program embodied on a computer readable medium for scheduling [[the]] <u>a</u> distribution of content to a plurality of output devices utilizing a network, comprising:

(a) a code segment ~~that accesses~~ <u>for accessing a present</u> content in a database;

(b) a code segment including a scheduling algorithm that generates schedule data in response to input preferences, the scheduling algorithm being based on predetermined methods of processing input preferences relating to parameters ~~selected from the group consisting of:~~ <u>comprising</u> frequency <u>of play</u>, interval, time of play, trigger events, and category filtering<u>, said frequency of play being assigned as a relative weight to be used by an output device to determine how often the present content is to be displayed relative to the play of other content in order to vary the play of the present content after the present content is deployed to each of the output devices individually</u>; [[and]]

(c)   a code segment ~~that causes distribution of~~ for distributing the present content and the schedule data to [[a]] the plurality of output devices ~~utilizing a network~~ that can dynamically display the present content; and

(d)   a code segment for causing the output devices to communicate the present content to an audience based on the frequency of play weight associated with the present content as it relates to the frequency of play weight assigned to the other content;

wherein a remote communication device that is coupled to the network can receive and respond to the schedule data to communicate the present content to one of the output devices, said remote communicative device including a mirror of said scheduling algorithm so that said remote communicative device can continue to function in an event of a loss of the network communication.

32. (Canceled)

33. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim [[32]] 31, wherein a communication of the present content ~~communication~~ is by way of a visual display.

34. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim [[32]] 31, wherein a communication of the present content ~~communication~~ is by way of electronic broadcast.

35. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim [[32]] 31, wherein a communication of the present content ~~communication~~ is by way of audio/visual broadcast.

36. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim [[32]] 31, wherein a communication of the present content ~~communication~~ is by way of audio/visual display.

37. (Canceled)

38. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim [[32]] 31, wherein the [[input]] interval preference relates to a recurring period associated with communication of the present content, and wherein the processing of input preferences includes:

assigning a recurring period to the schedule data associated with the present content, whereby in response to the schedule data, the output devices cause the present content to be communicated at the beginning of the recurring period.

39. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim 38, wherein the input preferences relating to the interval include includes an offset which delays communication of the present content following the beginning of the recurring period.

40. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim [[___]] 31, wherein the [[input]] time of play preference relates to a time of day, and wherein the processing of input preferences includes:

assigning a particular time of day to the schedule data associated with [[each]] the present content, whereby in response to the schedule data, the output devices cause the present content to be communicated at the particular time of day.

41. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim [[32]] 31, wherein the trigger events preference relates relate to [[the]] an occurrence of an event external to the algorithm, and wherein the processing of input preferences includes:

assigning an external event to be recognized to the schedule data associated with the present content, whereby in response to the schedule data the output devices communicate the present content upon occurrence of the external event.

42. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim 41, wherein the external event includes an asynchronous request.

43. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim [[32]] 31, wherein the present content includes a tag associated therewith, the tag indicating whether or not the present content is available for a communication.

44. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim 43, wherein the tag indicates whether or not the present content is available for communication to [[an]] the audience in a specified venue.

45. (Currently amended) [[A]] The computer program embodied on a computer readable medium as recited in claim 43, wherein the tag indicates whether or not the present content is available for [communication communication to [[an]] the audience during a specified period of time.

46. (New) The method as recited in claim 1, wherein the processing of input preferences includes:
    (a) clearing a standard item list;
    (b) calculating a priority of a selected content based on the input preferences and entering the selected content in the standard item list;
    (c) repeating steps (a) – (b) for each content in the database;
    (d) sorting the standard item list according to the priority;
    (e) selecting a window_size based on randomizing parameters that include how many contents are in the standard item list and what portion of the contents in the standard item list is eligible for random selection;
    (f) generating a random number between one and the window_size; and
    (g) selecting a particular content corresponding to the generated random number from the top of the standard item list.

47. (New) The method as recited in claim 46, wherein the parameters further includes aging of the selected content.

48. (New) The apparatus as recited in claim 16, wherein the processing of input preferences includes:

(a) clearing a standard item list;

(b) calculating a priority of a selected content based on the input preferences and entering the selected content in the standard item list;

(c) repeating steps (a) – (b) for each content in the database;

(d) sorting the standard item list according to the priority;

(e) selecting a window_size based on randomizing parameters that include how many contents are in the standard item list and what portion of the contents in the standard item list is eligible for random selection;

(f) generating a random number between one and the window_size; and

(g) selecting a particular content corresponding to the generated random number from the top of the standard item list.

49. (New) The apparatus as recited in claim 48, wherein the parameters further includes aging of the selected content.

50. (New) The computer program embodied on a computer readable medium as recited in claim 31, wherein the processing of input preferences includes:

(a) clearing a standard item list;

(b) calculating a priority of a selected content based on the input preferences and entering the selected content in the standard item list;

(c) repeating steps (a) – (b) for each content in the database;

(d) sorting the standard item list according to the priority;

(e) selecting a window_size based on randomizing parameters that include how many contents are in the standard item list and what portion of the contents in the standard item list is eligible for random selection;

(f) generating a random number between one and the window_size; and

(g) selecting a particular content corresponding to the generated random number from the top of the standard item list.

51. (New) The computer program embodied on a computer readable medium as recited in claim 50, wherein the parameters further includes aging of the selected content.